Memorandum

To: Professor Ellis

From: Jodieann J. Stephenson

Date: 5/24/16

Re: HTML Memo

To: Professor Jason Ellis
From: Jodieann J. Stephenson
Date: 04/04/2016
Subject: HTML Project Planning

Hello Professor Ellis,
For project number 4, which is a HTML project there are two possible stories that I interested in executing that aligns with the theme of the podcast project on fear, PTW Podcast Series: Public Speaking/Stuttering.

Approach #1
For my first story I’m imaging the story to be created around a young girl who is shy and is suffering from stuttering and public speaking. There is an upcoming school competition and her English teacher enters one of her work in the competition. The young girl Loueann is chosen as the winner and has to read her work in front of the entire school. Through many sessions of talking with her teacher, she develops confidence and reads her submission and receives standing ovations and applause.

Approach #2
For my second story, an intern starts working at JNN & Networks as an Intern Assistant to the anchor Debrah Anderson. They work on a top secret for the past three months and it will go live in the next 48 hours. On the day of the taping, Debroah becomes ill and is rushed to the ER. The temp anchor tries to learn the topic and lines but struggles. Until the director ask the intern, Loueann since she knows the topic to come on camera and participate in the segment. At first she said no but then the director offered to pay for her graduate school tuition. She told the director she stuttered and his response was this is what you’ve been practicing for. Loueann does the segment and becomes a nigh anchor.

I think I will end up going with approach number #2 because it is a unique story line that I would like to explore and develop the story.

Confidential